

J. DONNAN REAVIS AND HIS SYSTEM.

Anyone who keeps an observant eye on conditions in Salt Lake cannot have failed to notice that the city is just now in the swing of an incipient building boom. People who have been away for a few months are filled with surprise upon return to note that in some districts where, a short time before, there were only a few scattered residences, numerous new and modern houses are now in evidence and that in almost every instance they are occupied. Strangers have frequently been heard to comment of late on the fact that in some portions of the city there are whole streets of houses, all looking as if they had just been completed.

This condition is due to several causes, but probably the most important, outside of the fact that the average Salt Laker is fairly prosperous, is that the citizens have constantly had brought before them the advantage of owning their own homes, and have been shown how this can be done easily by a man earning an average income. Probably the most persistent and consistent advertisement of them all, and one which no resident has not had brought to his attention many times during recent months is "The Reavis System of Home Building," which has started a new line of reflection among many people, resulting in the end in their owning their own homes, instead of paying rent at a rate which was a severe strain on their income.

This system first became known to the local public only a year or two ago, when J. Donnan Reavis, whose name is now a synonym for business push and energy, came to Salt Lake and started things stirring in the real estate business. While the present boom in building is not, of course, wholly traceable to the advent of Mr. Reavis, it cannot be denied that the efforts of this tireless young man of affairs has contributed a large share toward the present building boom. He not only began at once to impress upon people the benefit of owning homes of their own, but the vim and spirit with which he entered the enterprise infused new life into dealers who had been long established in Salt Lake. It is an argument that easily appeals to the conservative citizen, and it was not many months before he

had many well known Salt Lakers established under their own roofs. As soon as his business began to be well established, Mr. Reavis branched out in his operations, and surrounded himself with a corps of able lieutenants, who are now kept busy looking after the details of his numerous building projects.

It was Mr. Reavis' brain which evolved that now famous expression "Whose Roof is Over Your Head?" which is just as familiar as an old friend to people in the intermountain country. That inspiration has been an invaluable asset to Mr. Reavis, as it has attracted hundreds of people to the office of the originator, with the usual result that they saw the feasibility of the Reavis plan and took the first step toward becoming home owners. When people have been thoroughly enlightened upon the system, they generally go away wondering that they had not thought the whole thing out before for themselves.

The main trouble with the average citizen is that he does not stop to think, in the rush of other affairs that engross his time, just how much the money he is spending monthly for rent will do for him. A short consultation with Mr. Reavis will prove to him that his rent money has practically been thrown away, as it is possible for him to build a home for precisely the amount he has been paying for the monthly rental. Although this statement sounds almost like a fable, the hundreds of homes that Mr. Reavis has built for residents of Salt Lake is ample testimony that it is a plain business proposition. The people whom Mr. Reavis has equipped in this manner, providing them with a home in so short a space of time that it seemed almost incredible, have been the best advertisers of his remarkable system. In a measure they, by sending others to Mr. Reavis, have in reality had no small amount to do with the present boom in building.

The effects of the work being done by Mr. Reavis has had a wider effect than appears on its face. It has made many homes happy, even if the people living in them were not the owners. Activity in the building naturally acts in a wholesome way on other branches of industry, and one of the most desirable results of the present activity is that hundreds of laboring men and mechanics have been kept busy who might

otherwise have been idle. More money has been kept in circulation, the laboring classes have prospered, architects have been working overtime, and the outside districts of the city have the air of a busy metropolis rather than of suburban quiet.

It may be observed, however, that the immense amount of building going on at present is not in the nature of a boom, as that term is commonly used. To the contrary, it merely represents a steady though rapid growth in the city. Mr. Reavis' wide reputation has not come by any means by building houses over night or giving them away at an absurdly low figure. His reputation is based on the more stable fact that he has built houses for people who had never realized that they were financially capable of owning homes. It is all a matter of simple business with Mr. Reavis, and the Reavis System is making good every minute.

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